



Vision for the Town Centre

The Partnership have recently agreed to produce a document outlining their vision for the town centre as part of planned activities to revive the Vision for Andover. We are therefore seeking the views of all our members on what they feel should be included in this.

New Partnership Action Plan

As we move towards the beginning of a new financial year, the Town Centre Partnership are about to agree their plan of key activities for 2016-17 and the proposed activities for the year are as follows. If you are a member of the Partnership, we are seeking your views on these proposals, so please get in touch if you have any suggested additions:

1. Events & vibrancy

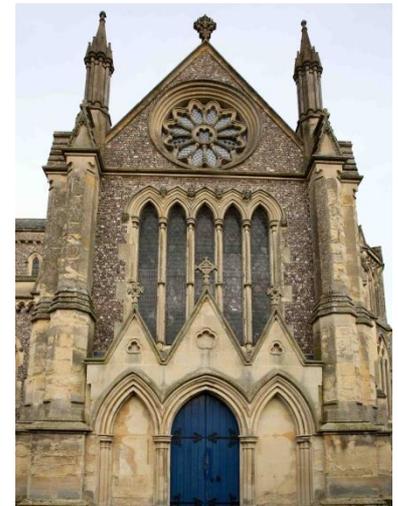
- Make further improvements to the new annual A-Fest & Festival of Motoring events.
- Continue to organise the quarterly speciality Markets.
- Continue to arrange the Christmas events package.
- Encourage more quality Street Entertainment within the town.
- Develop better links with established town centre events.

2. Marketing & promotion

- Continue the quarterly Andover marketing campaign to promote the key strengths of the town.
- Promote the new Town Centre Map and guide.
- Continue to maintain and expand a library of images of the town.
- Maintain the Town Centre website and continue with focused social media activities.
- Continue to produce & distribute the bi-monthly Town Centre Newsletter.

3. Environmental improvements

- Organise street furniture painting and increase the number of hanging baskets in the town.
- Continue to organise and lead the annual Town Tidy Day.
- Support the development of an Andover Town Centre in Bloom



2016 Events

The Town Centre Partnership is continuously working on the development of new events to drive footfall into the town and, as part of this have developed an exciting plan of proposed events for 2016.

We are working on a new fantastic event plan, so watch this space for further details!

Quiz night

Test your knowledge and help support the Enham Trust by signing up for the town centre quiz evening at the Guildhall on 5th May 2016. The entrance fee is £10 for a team of four, with funds being raised for Enham so, to register your interest, please email events@enhamtrust.org.uk



Help us to Help You!

Partnership Members are reminded that if you have any news, promotions or special offers running do tell us about them and we'll do everything we can to help promote them. Just call or email Chris Gregory.

New Partnership Action Plan continued

4. Support to businesses in the town

- Continue to make significant improvements to the Andover Business Against Crime initiative.
- Develop and strengthen membership of the Andover Town Centre Partnership.
- Organise at least two annual networking meetings.
- Develop a Retail Group, to allow key businesses to share trading intelligence & information.
- Develop staff training & business advice for Town Centre Partnership member businesses.
- Investigate proposals for a town centre Business Improvement District.

5. Other projects

- Other projects will include representing Andover town centre businesses on key groups & bodies, communicating through ongoing business visits & surveys and demonstrating success via measures such as footfall monitoring, car park usage and shop vacancy rates.

Business Improvement District Feasibility Study

It has recently been agreed that the Town Centre Partnership will form a sub-group to act a Steering Group for the current feasibility study being carried out regarding a possible Business Improvement District for Andover. A sample of approximately 100 businesses present will be asked for their opinions on this via a series of business interviews which are taking place during March and April.

Town Centre Map & Visitor Guide

We are currently printing 30,000 copies of the new Town Centre Map and visitor guide leaflet. These leaflets will start being distributed to Visitor Information Centres across Hampshire and Wiltshire this month. They will also be delivered with around 20,000 copies of the Andover and Test Valley Gazette. Copies will be distributed to local businesses throughout March. More copies can be ordered by emailing Chris Gregory.

Networking over dinner

Andover Women in Business are inviting local business men and women to their first “Co-Ed” dinner from 6.30pm on Tuesday 12th April at the Museum of Army Flying. The guest speaker is John Coulson from St. James's Place Wealth Management and there are two chances for attendees to win a free exhibition space at The Big Networking event on 4th October. The cost per person is £15, which includes a welcome drink and a two-course meal so, to reserve a seat, please contact rsvp@awibc.co.uk

In The Spotlight

Our spotlight this Edition is on the Copper Kettle which also catered for the “Your future in Andover” event organised by the Partnership.

Now, in our third year at the Copper Kettle, we are continuing to keep our unique aspects alive and key to its ongoing success is maintaining its core values whilst moving it forward in keeping with modern demands. Free wi-fi is a recent addition!

The Copper Kettle has always operated with a sense of tradition and comfort but there are many other aspects that even our core regulars might not realise. A recent success is the ‘GROUPON Voucher’ for our High Teas. This is a great chance for an informal get together over a light lunch with fresh sandwiches, home-baked scone and a slice of cake. Almost 200 vouchers have been snapped up so get in early before it goes to give your friends a real treat.

We have successfully organised and are always ready to provide business breakfasts; buffet style parties for children or adults; wakes; outside catering; private dinner parties and catering for all events.

The Copper Kettle will continue to provide honest, wholesome fare. Vegetables sourced from the local market, gluten free cake selection, home-baked ham, mature British Beef, Marimba hot chocolate – we always maintain a certain standard of ingredients.

“Your Future in Andover” Event on 16 February 2016. Photo by Focard.co.uk



Chris Gregory – Andover Town Centre Manager – 07854 027080 – chris@heartflood.co.uk – www.andovertcp.co.uk

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Hampshire Towns Day

Preparations are well underway for Andover to host the Hampshire Towns Day as part of the Seed Swap initiative on 14th April and Town Centre Partnership member Christine Mellor is due to speak at this event.

Assistance Dogs

Assistance dogs provide invaluable support to people with hearing loss, sight loss and other disabilities, as well as with physical and mental health issues and many different breeds of dog are trained to assist and to give independence to their owners.

Recognised assistance dogs are trained to a very high standard, which confirms their suitability for access into shops, banks, hotels, libraries, pubs, taxis and restaurants.

Members and businesses are reminded that the law provides people with disabilities with the same right to services as everybody else. This also requires service providers to make “reasonable adjustments” where necessary for disabled people to access the same services as non-disabled people. This includes allowing assistance dogs into all public places with their owners.



Business and Intellectual Property – The Basics

By Lee Chong

Many businesses, particularly SMEs and start ups do not consider Intellectual Property (IP) of primary importance especially when the organisation is doing all it can to get the profits in and to grow the business.

So what are IP rights (IPRs), how do they arise and how important are they?

IP rights are so called as they arise from creations of the intellect (hence intellectual property) and usually give the creators an exclusive right over the use of his/her creations. This could be perpetual or for a certain period of time, depending upon the type of creation or the right. Copyright for example in the majority of the cases is the life of the author plus 70 years and a trade mark can be renewed perpetually if the use conditions are fulfilled. Registered designs can be renewed every 5 years for a maximum period of 25 years and a patent 20 years from grant.

Although it is a creation of the mind, the IP needs to be put in a physical medium before it is of legal significance. Transfixing a concept into a physical medium crystallises and transmogrifies the idea into rights capable of protection and enforcement. For example, an idea for a design will not be considered an IP right but in its physical form, the drawing or the design would attract copyright in the design.

Most people are not aware that there could be many overlapping IPRs in the same asset. Using the same example above of a design, the design above could attract artistic copyright and a registered or unregistered design rights and even a trade mark capable of trade mark protection. Copyright, patents, designs and trade marks are all types of intellectual property where you can protect. You get some types of protection automatically such as copyright (although you can apply to register this protection in some countries e.g. China, US and the US), whilst you have to apply to register (and pay a fee) some IPRs.

An IPR strategy that is well thought out and fit for purpose should be developed by any organisation. The nature of the organisation would inform parts of the strategy. As an example whilst patents are most valuable in areas such as pharmaceuticals, they are of minimal value there is continuous innovation and technologies such as internet and software businesses. For these businesses, other IPRs may be more important for these businesses such as trade marks to market the constantly evolving products but under a recognisable name. Sensible use of budget to get maximum leverage should be key. For example, if a product is limited edition and will have a short term marketing or shelf life or there are only a limited number of the products being created, registering the IPRs is of minimal value as the products will be out of production by the time any IP is registered.

IP rights

Patent - a product or a process that gives a new technical solution to a problem. The invention must be new, useful and non-obvious inventions

Registered Design – Protection given to the outward appearance of a product or part of product including its shape, configuration, pattern or ornament.

Trade Marks - Any sign, name, mark or logo that differentiates your business' goods or services from those of other traders

Copyright - legal right that protects the use of your work once your idea has been transposed into physical form and allows artists, composers and writers to own and control the use of their works.

Andover
TOWN CENTRE PARTNERSHIP

Chris Gregory is a freelance Town Centre Manager, who is contracted for 22 hours per week for Andover.

Chris is usually in town on Wednesdays and Thursdays and is keen to talk to all businesses. Please contact Chris using the details below to arrange a visit.

For further details on Chris, please visit www.heartflood.co.uk



Chris Gregory – Andover Town Centre Manager – 07854 027080 – chris@heartflood.co.uk – www.andovertcp.co.uk

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